



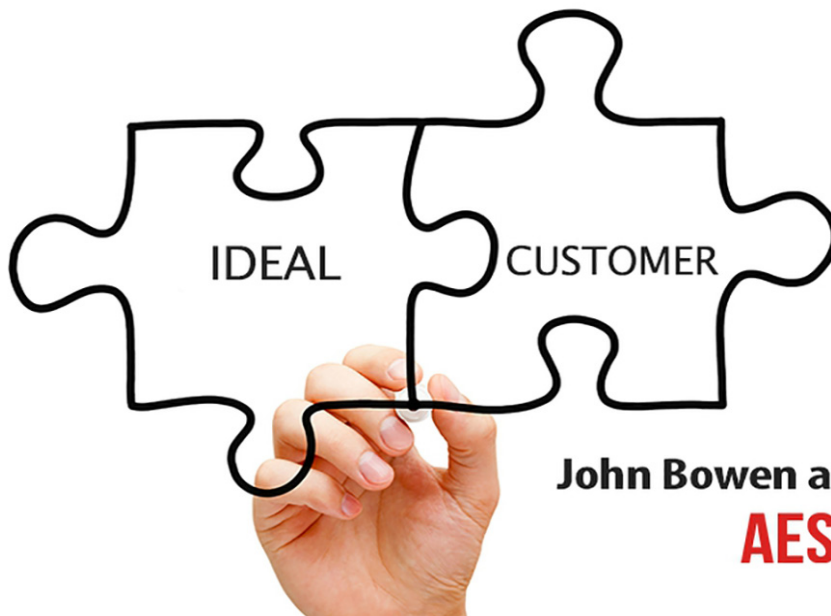
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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
9

John Jantsch

Show Notes at: <http://www.aesnation.com/9>



John Bowen and John Jantsch

AESNATION.COM

Episode #9

Dear Fellow Entrepreneur,

We are thrilled that you have joined us here at AES Nation, where we're dedicated to accelerating entrepreneurial success—your success.

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: I am excited to be with you today. It is a big opportunity. I'm John Bowen and I'm here to help you accelerate your entrepreneurial success. This program is all about likeminded entrepreneurs coming together and building a great business that supports the quality of life they want. We're not in business for more business. We're in business to support the quality of our life, not only for ourselves but for all stakeholders. And one of the key elements that we're all looking to do is to bring a steady stream of new customers and clients. Even if you're successful, this is one of the things that we got to do really well and I've got a very good friend, a great guest joining me today, and its John Jantsch from Duct Tape Marketing. John, thank you for joining us.

John Jantsch: You bet, my pleasure John. Great to be with you and your community.

John: Well and we're just getting together on this and this is...building the community. You and I both have participated in a lot of Mastermind Groups and networking and you and I are doing some conferences together. So pretty amazing, thanks. And what I see is that there's a lot of groups out there for, really, entrepreneurs particularly people that are just getting started but there aren't as many for successful entrepreneurs that already have businesses, 5 million dollars, 10 million, 20 million of revenue and that's why we're getting together today.

John: Yeah, I think that's a unique group too because the other side of that is there are plenty of groups out there for that hundred and two hundred-million-dollar business and it's like the teenager that it's the training rules are certainly come off. They figure out how to make money and now what they're experiencing a lot of cases is the chaos that comes from growth or maybe the plateau that comes from only being able to grow to a certain level without the systems that you really need to take your business to the next level.

John: There is such an opportunity. In today's world, with all the ambiguity politically, economically, and socially, the entrepreneurs... they're there to help clients and customers and one of the reasons why I wanted to have you join us right away is I am holding up John your book here. This is pretty amazing and I know it's one of several books that you've written but tell me why you wrote this?

John: Well, the book is called *Duct Tape Selling: Think Like a Marketer, Sell Like a Superstar* and I really wrote that book predominantly for that independent sales person or that sales team or that sales manager that is finding now that there's nobody left to cold call on.. that the way people buy now has dramatically changed and that people who are in the business of selling and that's certainly marketers and entrepreneurs as well, have to really understand that they have to get involved in the customer's journey much earlier. They have to build authority and a reputation for expertise that makes me as that buyer that's going out there want to seek them out and have them come into my business and provide insight and

value as opposed to them reaching out to me and saying, "Hey, we want to sell you something."

And some new tools and new mindsets really I think are in the market and they need to be pervasive not only from that salesperson who's changing the way they go about their work, but getting sales and marketing really on the same page has probably been the call that I've been really evangelizing the most because I think that's where the real gap is. It's just not that sales have changed, it's that sales and marketing now have to be this totally in sync organization of one, to build relationships and to build profits in the market today.

John: Well, you and I are big believers of technology and I think all the changes in technology have gone ahead and brought together some tools so that now marketing and sales can work like never before. It's pretty amazing. How are you seeing the technology being part of this?

John: Well I think organizations that really embrace this and journey are taking a tool like a CRM, like sales force for example and they're saying, "Okay, we've got audience development on the front end and that's driven a great deal by content today and inbound marketing. But now the sales team can take that content and they can start connecting in social media and they can start personalizing that content so that there's seamless hand-off to sales as opposed to the "throw it over the wall."

And then of course inside that same system, you've got the service people or the product delivery people or whatever the organization does who can then also take advantage of that content and start housing that content inside of a CRM so they'll actually work with customers on. And then we've got all this entire layer of marketing automation that used wisely, can certainly start now figuring out who's our most interested prospect? Who's our prospect that we need to give this information to? Who's our prospect we need to nurture in a different way and I think that our organizations that figure out how to hook all of that together seamlessly are finding that they are able to not force people on this journey, like the marketing funnel that we used to talk about. They are actually able to guide people in participating in a journey that they want to go on.

John: You've been using the technology. I really started... my primary business is coaching financial advisors and I've had the good opportunity over the last four years now being in this journey of using the tools you're talking about, sales force, some of the marketing automation and looking to experts like yourself and others. I've been blown away with the impact. It's just amazing when it comes together. And these sales guys like the marketing guys when it comes together.

John: And it's also, I mean one of the dangers is that we can be robots with it. Now we never have to talk to anybody and I think the organizations that truly get it use it as a way to be

efficient, to be effective, to give people what they want, when they want it. But then also realize that a great deal that sales person's job is to show up and provide insight, to show up and really personalize that information and really still give that human touch. People still buy and continue to buy based on the experience they have. And no amount of marketing automation is going to create a great customer experience.

John: I always look at it as... what marketing automation is really good at is starting a conversation. You and I have a lot of internet marketing friends and they all want everybody to hit the button to buy. For a book, that works. But if you're buying a \$20,000-widget whatever... you are as fellow entrepreneurs are, I mean people usually want to talk for twenty, a hundred thousand, a million dollars. They want a conversation.

John: But you know what's interesting about that is even that level of spend, they don't want you to waste their time. So they don't want to just say, "Come in and sell me." And so all that content and all that automation does is allows them to kind of screen you if you will. And really create. You create this trust account by showing them you do know what you're talking about. You do add value. You're not just out there to make a buck. The other people out there are saying good things about you. You can prove that you deliver the results that you talk about. And then I'm going to invite you in. And I think that's a part that a lot of people really forget. You don't get invited in because you shout the loudest. You get invited in because you develop, or I'm able to develop through content or even through human connection and say social networks, I am able to develop a relationship where I say, "Okay, I trust you." And I think the bars actually got much higher.

John: You and I are both believers in content and what we're seeing is that people... in the old days, the classic example, we used to buy a car, we didn't do all the research on the Internet, and so on we showed up, went to a number of dealerships and all this. I mean the last car that I bought for my wife, we never went to the dealership and they dropped it off at the house and everything was done on computer so that's happening more and more in all businesses. How are you seeing that evolution today as you're coaching some of the small to mid-sized businesses?

John: Well first off, it's the price of admission. If you don't have the web app, you don't have the mobile app, you don't have the numerous ways for me to contact you and consumer your content in the way I want, you're not going to be invited to the dance. So that's really the price of admission now. If you decide that's the way you wanted to buy a car, and that's the way that 4, 5, 6 other dealers or automakers were actually able to provide that experience. If I'm not providing that experience, then I'm never going to see you. You're never going to be a prospect for me.

And so I think first rule is people have to realize that that is how people have chosen to buy today and we need to be enabling that, we need to be making it easy, we need to be producing not just loads of content, but content with intent. So we need to be producing certainly that content that shows people who we are, that tells people we know what we're talking about. But then we also need to be producing content that builds trust... that educates on, not only is this the right car for you, but here is how this car's built. Here is how this car's going to save you money. This is when we start to consider that decision or that buying decision.

Today, we need to get our customers involved in producing content. So I'm guessing that that auto dealer if they're on the ball, would love to take a video of you explaining how incredible this experience was because obviously you're out there talking about it, I'm assuming it was a good experience so we have to make that as an intentional element. And then finally, there is that content that converts somebody. So somebody has moved along to the journey with us, and now they trust us. And now they're talking to us about how we might solve their problems. What are we doing to tip the scale so we actually convince them that yes, this is a mutually beneficial decision on your part and so a lot of people get stuck in this idea of content and they simply think it just means more is more. I need to wake up on Monday and write a blog post but content needs to have a very... you need to have very specific types of content in the way people want to consume it with very specific intentions.

John: You and I have seen so many entrepreneurs, our fellow entrepreneurs, spend a lot of money bringing in the technology, buy sales, buy Mercado, Eloqua, Help Spot, want to be your partners. And these are all great tools but how did you start this journey of content building because it's a little scary when you first start on this even though you have a very successful business and somebody is telling you got to create all this content, this blog, this podcast, this is a lot.

John: Well, the way that I really started and I've coached people for years now is that you have to first map out... well, there's a couple of things, on the front end you have to know exactly who it is that you're after. Who makes an ideal customer for your business? So that you're actually writing content that appeals to the right people. You have to also be very clear about, what's our unique point of view? What's our difference? How are we doing something that's different than everybody else who says, they do what we do. That idea of strategy is actually the first part.

So many people want to jump in to the tool of the week or the idea of the weekend. Without that firm strategy, I think at best you're thrashing around and getting lucky maybe occasionally. So that's really the starting point. But then, what we like to do is actually map the whole customer journey. What is their problem? What are they thinking at this stage they go out looking for somebody like you? What is going to make them move to the next stage?

And to the next stage and to the next stage and we call that the Marketing Hour Glass. And there's 7 stages: Know like trust. Try by repeat. And refer. So one of the first things we do is when we map that out is... some companies have touch points already, some have giant gaps in that journey. So we start mapping out content to say, okay what can we do, what kind of content can we go to get [distorted] Well what about moving them to a stage where they want to like us and then trust us, and then what about a try and then buy and repeat and refer and so on. And so content is one of the things that really powers that journey.

Obviously, a whole another layer today is your online presence and the way that you can connect in social networks and the way that you can mine networks for leads as a whole another layer of that but that's how we really map out the content road map. You have to think like a publisher and produce an editorial calendar based on the content, the subjects you should be writing about but then certainly using content to really move people along that hour glass of stages and the hour glass.

John: And first time I saw you present that, we were together and it was like wow! Everybody knows the marketing sales funnel but you turned it a little upside down and I'm going to encourage... I'm going to put up on the screen for those of you watching the video podcast versus listening to us on the audio. I'm going to put up John your website because you've got so much content. What is the website address?

John: It's just DuctTapeMarketing.com and yes I've been writing a blog there since about 2003 and I do have a podcast myself which I've had for a number of years and I've a newsletter that we put out and about 12 eBooks and so yeah there's a tremendous collection of content and one of the things as we were talking about content, and you were saying, "Well gosh how do you get to this?" I mean one of the things is you realize it's a long term game. You're in it to build community. You're in it to build momentum. You're in it to build search traffic and all of those things become an asset if you invest in that production of content and you use it and distribute it wisely.

John: One of the things I really like John about you... there's a lot of things I like but what I really like is you're walking the talk. I mean you and I know a whole bunch of self-imported gurus out there they raise their hand and say, let me show you how to do it, but they've never done it. I mean, maybe just touch on two success stories, your own. I know you're humble on this but just kind of the activity that's generated from your content marketing and maybe an example of someone that might resonate with our entrepreneurial community that we're building here.

John: Sure. So I really started in about 2003 in this online journey when I said, I love working with small to mid-sized businesses but they have some of the biggest... they have some of the same challenges I should say as much as larger organizations but not the same budgets

or attention spans or buying processes and so, at that point I said, I'm going to create a system. I'm going to turn marketing into a system. I'm going to start walking in to business owners and say, "Look I know you need this and you need that but here's what I'm going to do. Here's what you're going to do. Here are the results we hope we can expect them, by the way, here's what is going to cost."

Essentially, while I was trying to solve my own frustration, it turns out that that was really one of the greatest frustrations of smallest to mid-sized businesses is buying marketing services. The large agencies don't want to bother with organizations of that size typically and so now they're getting advice from a graphic designer or a copywriter or somebody that's really just doing their piece of it and so what we did is we turned marketing into a system that had a very set path and had a very set methodology. And it was music to a lot of people's ears because really in the end, while we have a lot of great creative ideas and we bring strategy to our customers in the end what I think they like the most is that we help them organize this chaos that is their marketing. Even organizations that are... you look at them and you're saying, "Oh you're a 10, 15, 20-million-dollar business you must be doing something right?" They will tell you time and time again that it's all scatter-shot. It's all over the place. This works. Maybe that works. I don't know if this works. And so somebody that comes in and says we're going to start with strategy.

Then we're going to map out your journey and your content and your social connection. It's really music to their ears because in many cases it's one of the first times that they felt in control of their marketing. And so that's a great deal of what we bring. I appreciate the compliment that I walk the talk because all I really do is write about and do what I try and what's worked for me and what I've seen work for other people, I don't purport to have created any incredible theories about economics or anything in that category. I just try things in what works, I keep. What doesn't work, I don't keep and I think that really... certainly from my writing and my speaking standpoint I think brings a pretty genuine nature to it because it's all very practical. I have a tendency to try to break things down and simplify them and make them available to really anybody that wants to build a business.

John: And it's so invaluable because you get overwhelmed. Once you lay it out, with the tools we have, it's pretty amazing what you can do. How did you get into this business? Do you wake up one morning and say, "I want to be a marketing guru helping small and mid-sized businesses do really well?"

John: Well, there probably is a degree of that. You never know when you actually be consciously wake up to that idea but certainly that's a lot of what drives me today. I got out of college and went to work for an ad agency and really found that I enjoyed the industry tremendously. I felt that I had a flair for the industry but I was hopelessly unemployable. I always wanted to do my own thing. Very entrepreneurial, I suppose, tendency. And so without

a whole lot of thought and planning and certainly not enough, I jumped in did my own thing. And that was 25 years ago. At that time, I really kind of followed the path that I'd seen everybody else is doing. I built a traditional agency to a certain size and had employees and most of our clients were very large businesses. We were doing a lot of project works for very large businesses but I found that every now and then, I would just really get hooked on that start up, on that entrepreneur, on that high growth business that we're still just spinning plates and just having a blast but really, really on the brink of losing their mind sometimes because they couldn't figure this marketing out.

And I found that I just love the energy of that size of company and so really, my switch or my invention of this thing called Duct Tape Marketing was really in an effort to serve that type of organization and to say, what could I bring to the world that would allow me to serve that type of organization? And fortunately, that not only resonated with the clientele that I built locally, I started having people... because I was writing about it and I was documenting my methodology and had determined that I wanted to sell this methodology, I could benefit the most people by selling this methodology online.

And so I started receiving request from independent marketing consultants really around the world who wanted to use my methodology and my system and so I started and now we're on also the Duct Tape Marketing Consultant Network and I have about a hundred consultants around the world that use our technology, use our methodology, and all of the tools and systems that I've built to work with literally thousands of small to mid-sized businesses now in many places around the world, mostly North America but certainly some other places around the world as well.

I think what I really hooked on to was this idea of helping small and mid-sized businesses get their lives back through marketing which seems a little odd but I think owning your small business is one of the most gratifying, fulfilling things that you can do but I also see a lot of folks out there that are getting the life sucked out of them because they're really on this hamster wheel and a lot of what we do is show them how to get off of that, how to get control of their business, how to predicatively grow revenue, how to measure, how to figure out what works and doesn't work, and I think that for a lot of businesses, that happens to be one of the most freeing things that we can bring to them.

John: We just did a study of successful individuals and one of the cuts was on entrepreneurs and we said, "If we look to see at a million dollars of financial assets where it's kind of the beginning of being independent. One out of three having 1 million to 5 million of financial assets had an entrepreneurial interest. When they had 5 to 25 million, 3 out of 4 had an entrepreneurial interest. And when we went to 25 million or more financial assets independent of the business, it was 90% of that wealth came through entrepreneurial endeavors so to accomplish and for many of us accomplish our goals, we got to build our businesses. We've

got to have... to the extent we can have systemic marketing where we're attracting the right people to us so we can have these great conversations. It's invaluable. Tell me John, what are you most passionate about now?

John: Gosh, I think that one of the things that I personally am passionate about, I mean one of the things that the growth of my brand has allowed me to do is I start to get called on now by a lot of organizations who have come to the conclusion that marketing is really everything. Regardless of what the company sells or what the balance sheet says, that really, marketing is pervasive. And not just in getting their products out there but internally attracting staff in the culture of the business and so one of the things I've really been passionate about is the invitations that I'm now getting to come in organizations and really look at their entire planning, how they prioritize, how they focus, how they build a culture that really attracts people to their big idea, the why they do what they do. I still do it under the banner of marketing because I think that nothing kills a business' faster than having employees that aren't on the same page or worse, disgruntled, not having priorities planned out, having the CEO of the organization still doing the work that is still not high pay off work for the organization and so really helping, again still under the banner of marketing, really helping organizations figure out that to some degree, to a large degree that marketing touches everything. And then if we're going to really build a business through marketing we have to look at things like culture and clarity and purpose too.

John: And I look at it... small midsized businesses... if we're not growing in about 20 to 40 percent a year then the ability to attract not only great clients, but great team mates and strategic partners. You got to have a great client experience. You got to also have the ability to start those conversations and find the right people.

John: Well, I think... and it starts I think, and I know this term gets bantered around in a very negative way sometimes but it starts with really understanding your purpose and your mission to begin with because I think that's what everything grows from. I'm not saying there's good missions and bad missions necessarily but it comes from that total focus where you can go out and start telling people, here's why we do what we do. And they decide whether or not that's interesting to them.

John: Nothing great ever is accomplished by one person but in rolling people and in inspiring vision, it's just a big part of having successful marketing.

John: What I see a lot of people that are very successful is they actually, look I mean this is authentic, you know make this out [distorted] but they actually find, what's our quest? What's our big thing that we're taking on? You can name all the cliché names, the Apple's and what not in the world. That's how they started. It's we're against this or we're fighting this. Or we're trying to bring X to the world, do you want to join this quest? And as simple and silly as that

might sound for your business, I think until you find what quest or what big idea that you connect to, it will for many days feel just like the grind.

John: John, one of what I've got here, one of the things we have as a feature is the App of the Day. Share with me one of the apps that you're really excited about that you use that's serving you well.

John: There's one that I use every single day and it is the... simple as free non sexy app on the planet, so set it up that way, I'm really selling it, aren't I? It's a tool called Workflowy. And it is described as an outliner and that's really what it is. If you go there, and actually it's so simple that some people go there and go, "I don't get it." But what it is...is a blank screen essentially that has very little tools, very little ability for you to do anything but to create outlines and once you get that idea, the way we use it is to outline projects, to outline our entire business and then of course everything nests like a nice outline. Everything nests under something. You can categorize it, you can move it, you can share a component so if you map out and brainstorm about a new product, you outline that and then you can share that with somebody that's working with you on it for example.

But one of the things I really like about it is you can keep almost all your entire life in one big picture. I have personal parts of my outline and it just is so simple and there's no distractions. There's nothing to learn other than this mind set of just turning everything, treating everything like a simple outline. And it's really phenomenal. I visit it everyday. It's taken over as my to-do-list. It's taken over as my blog idea list. It's taken over as pretty much every category of thought that I have to keep track of goes in there.

John: I'm not familiar with it John. I use a mind map. Is it kind of like mind mapping and floats hardly?

John: It kind of is, except that there aren't really these bubbles. I mean if you just think about an outline and that's all it is. So you can say, work outline, projects, HR. You could do it by department, you could do it by day, and things that you want to get done. You set it up any way you want it. And I think that's one of the intimidating things for a lot of people is there are no choices necessarily or options or add ons. It's just, it's simple outline but once you get in the habit of using, it's pretty phenomenal.

John: Last question here. You've helped so many firms really accelerate their success, what would be the one idea, the Entrepreneurial Idea of the Day that you would want to share with your fellow like-minded successful entrepreneurs?

John: Probably not an original idea but it's one that's really changed a great deal of the way I go to work, and you're going to recognize this John but taking at least a day a week to not

do your daily routine. I think that that idea probably more than anything else, revolutionized the way that I go to work because one of the things, particularly CEOs of organizations are really bad about is getting, letting go of stuff, getting away for a day, focusing on the highest pay off activities and I think that that idea of saying, "I know you started this. I know it's your baby. I know you know how to do everything better than everybody else here." But we need to say, "Here are your three activities, because this is how the company grows and this is how the company makes money and you need to take a day a week and work on those three things, whatever they are."

John: The one thing that's so amazing is when you do take some time off to get recharged and so on you can come back re-energized and it's really through bringing together this community, your community and others. We have the opportunity to change the world. Do well by doing well. I mean it's a great time to be alive.

John: Absolutely.

John: John, thank you again for joining us today and definitely check out Duct Tape Marketing. I do. It's tremendous content. Great podcast as well as all kinds of resources. You can see great content marketing being done well. In addition, check out Accelerating Entrepreneurial Success. We abbreviated it because entrepreneurial is hard to spell. It's AESNation.com. We have all kinds of resources including a transcript of this conversation and the resource links for what we've talked about today. In the meantime, John, keep on making a difference. I really appreciate your partnership here.

John: My pleasure.

A Second Opinion on Your Finances

A Complimentary Service from Financial Advisor Select for the Members of AES Nation

Dear Fellow Entrepreneur,

Like many members of AESNation, I'm a serial entrepreneur. In addition to co-founding AESNation, I'm the founder and CEO of Financial Advisor Select, a firm dedicated to helping successful people make informed financial decisions by introducing them to top financial advisors.

If you're like many successful entrepreneurs, you and your family already have a relationship with a financial advisor. You may even work with several financial advisors. If you are completely satisfied with these relationships and confident that your finances are on track toward helping you achieve all that is most important to you, we congratulate you.

However, you may not be entirely satisfied. You may be wondering if there's a financial advisor who is better-suited to address your family's very specific financial challenges. If so, you are not alone. In today's uncertain economic climate, many successful entrepreneurs are wondering if they have the right financial advisor.

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Best of success,



John Bowen
Founder and CEO
Financial Advisor Select